

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Kamfu WONG et al.

Serial No.: 10/585,225

Filed: June 30, 2006

For: METHOD AND SYSTEM FOR
PERSONALIZED AND LOCALIZED TV AD
DELIVERY

Examiner: Aklil M. Tesfaye

Group Art: 2423

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. 1.116

Sir:

In response to the Final Office Action mailed May 14, 2010, please amend the above-identified application as follows:

Amendments to the claims begin on page 2.

Comments begin on page 10.